



**Office of the City Manager**

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# Memo

**To:** Members of Council and the Planning and Zoning Commission

**From:** Dana McDaniel, City Manager

**Date:** October 20, 2016

**Initiated by:** Vince Papsidero, FACIP, Planning Director

Claudia Husak, AICP, Current Planning Manager

Nichole Martin, Planner I

**Re:** Proposed Code Changes Affecting Existing Auto-Oriented Signs in the Bridge Street District – Status Report

## Background

At the October 12, 2015 meeting of City Council, the Planning Division was asked to consider revising the Bridge Street District (BSD) sign regulations as applicable to retail sites developed prior to the adoption of the BSD. As proposed at that time, the intent was to limit sign allowances for auto-oriented, suburban commercial developments to what was permitted prior to rezoning to a BSD District, based on the assumption that the application of sign standards for existing developments should be an “interim” condition that will be erased with new construction consistent with the requirements of the BSD.

On November 25, 2015, Staff provided a memo summarizing the current BSD sign regulations, the Large Format Retail Design Guidelines, and the standard City Zoning Code sign regulations, under which many of the existing BSD buildings were developed. Additionally Staff provided four options to address the interim condition: keep the current regulations, amend the Code to modify sign regulations for existing building types, amend the Code to modify sign regulations for retail, or repeal BSD sign regulations for existing retail uses and buildings. On May 16, 2016, City Council further considered the information in coordination with the Planning and Zoning Commission at a joint work session.

Subsequent to the work session, the Planning Division engaged Clarion Associates and Codametrics to undertake a three-part update to the BSD District (signs, Historic Dublin and general amendments). Clarion Associates was directed to address potential amendments to the BSD sign provisions. The consultants’ initial recommendation to address the concern is to amend the Code to stipulate that as of the effective date of the submitted legislation, all future signs for buildings that predate the original adoption of the BSD Code shall follow the provisions of the City’s standard sign provision in place at that time (this proposal excludes Historic Dublin sub-districts).

This proposal is the simplest means of accomplishing the policy objective. It does not create

non-conforming signs for the businesses already granted permits under BSD, which treats those businesses in a fair fashion given that each complied with the rules that were in place at the time of permitting. At the same time, the existing pre-BSD signs that were approved via variance or as part of the Corridor Development District (CDD) will remain non-conforming with this proposal. Staff has provided a summary of the CDD Sign review process as well as highlighted allowances for key developments reviewed under the CDD provisions that may result in sign structures, total number of signs, or total sign area that are no longer conforming.

### **Next Steps**

As a next step, on November 29<sup>th</sup>, Staff will engage commercial property owners within the BSD at a public Open House. The Open House will provide an opportunity for stakeholders to discuss the proposed amendments with consultants and Staff. Additionally, all materials will be available online. Based on Council's direction, Planning will bring forward an amendment to the Code for the Planning and Zoning Commission's recommendation and City Council's approval.

### **Recommendation**

Staff recommends Council consider the consultant's preliminary recommendation with respect to BSD sign provision amendments, and affirm the proposed direction is appropriate.